

Listening group report - May 2022

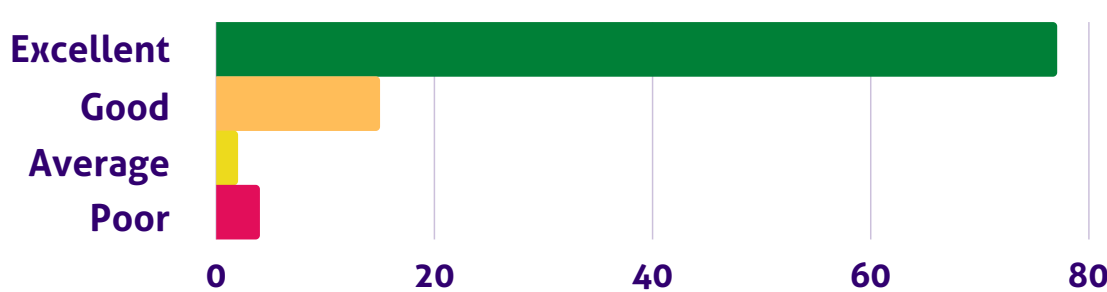


Welcome to the Listening group monthly report

Each month, we report on feedback received from our members about the service we provide.

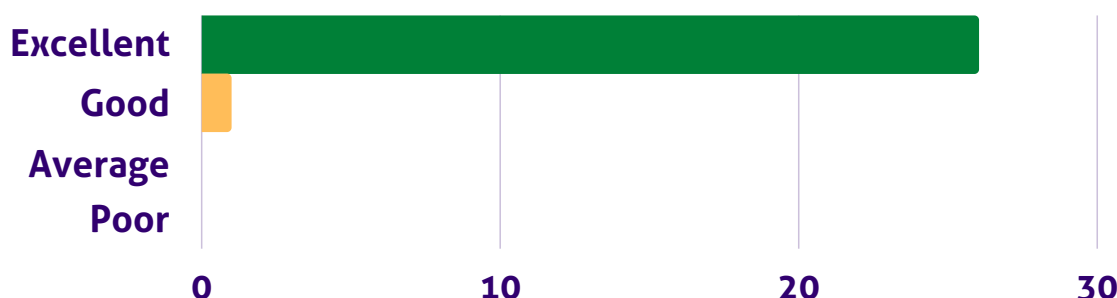
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

Customer service feedback



79% of members felt our service was excellent, 15% felt it was good, 2% felt it was average and 4% of members felt our service was poor

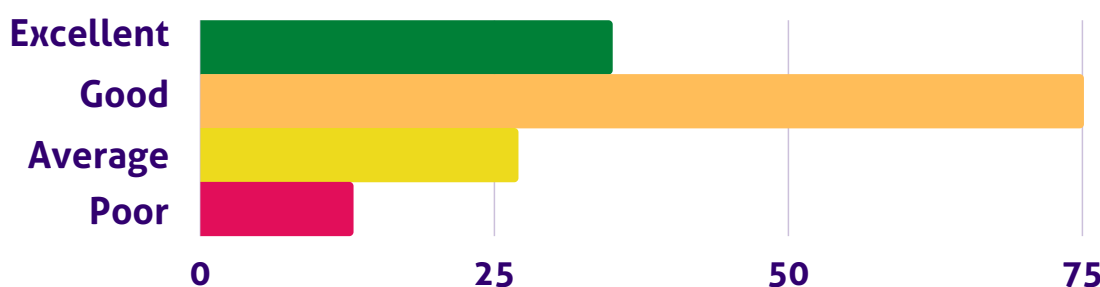
Ethics feedback



96% of members felt our service was excellent, 4% felt it was good, no members felt the service was average or poor

eBulletin feedback

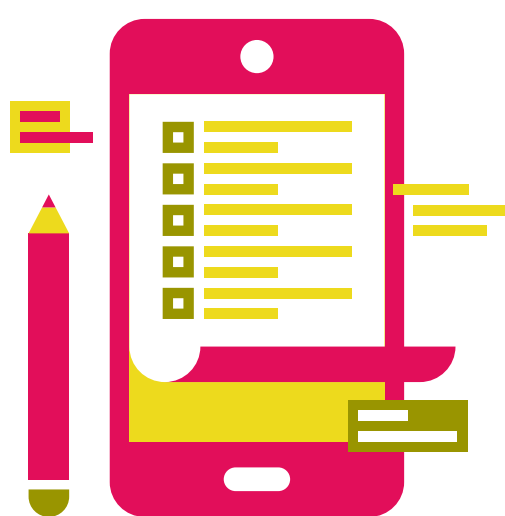
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



23% of members felt our content was excellent, 50% felt it was good, 18% felt it was average, and 9% felt the content was poor

Reasons for contacting BACP:

We've looked at data from calls and emails. In May, the main reasons members contacted BACP were:



Themes - top 5

- Membership
- Accreditation
- Registration
- Ethics
- Find a therapist / Jobs board

As a group, we review the data and look at ways to reduce the number of calls and emails coming into BACP. Our aim is to improve the service we provide so that members feel supported. Here's the breakdown:

Membership

- Training
- Renewal
- New applicant
- Lapsed reinstatements
- Payment

Accreditation

- Applications
- Application payment
- Chasing updates
- Deferral
- Criteria

Registration

- Certificate of proficiency bookings and cancellations
- Certificate of proficiency enquiry
- Logos and certificates
- Audit
- Other

Feedback received

We've reviewed the feedback received this month. Here are some of the key messages we've been hearing from our members:



1: Directory

We've been asked to change the process when members make amendments to the price section of their directory listing. Currently, changes to fees need approving by BACP although the listing will remain in view to the public whilst being approved. It's in our development plan to allow members to amend fees without approval from BACP which means the changes will update as soon as they're submitted. We'll keep you updated on when this is likely to change.



2: Continuing professional development (CPD)

We've had feedback asking if we can create a log for the number of CPD hours so that members can keep track of these. Currently our system can accommodate a total number of hours however, we understand it would be beneficial to update the functionality and improve this further. This has been added to our development plan and we're looking at how we can enhance this.



3: Call recording

We'd like to remind members that calls made to our Customer Service team are recorded for training purposes and performance monitoring. We mention this in the recorded message when you ring us and it's also included in our privacy notice which you can view by clicking [here](#) (section 2). If you have any questions about this, please get in touch and we'll be happy to assist.



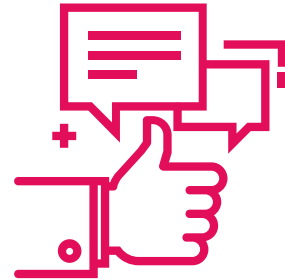
Positive feedback

As part of our monthly reporting, we want to share some of the positive feedback we've received. Here are some of the comments about our service.



"The trusting working relationship developed with BACP has been a source of great strength and encouragement for us and reflects we believe the organisations' true belief in playing a part to contribute to the wellbeing of society."

"I attended the 'Working with transitioning in the workplace' event this morning. It was brilliant, one of the best events I've ever been to."



"I am very grateful for your helpful response. As an LGBTQI+ therapist I am impressed that you have included your pronouns in the signature below and again thank you for coming back to me so very quickly."

"Thank you so much for all your help. You've been great to deal with and so helpful which is exactly what is needed going through this process."



"The eBulletin is an excellent way to keep members informed of current events rather than long emails, much appreciated."

"Bite sized info with links for more detail is so helpful. It equals less wading through lots of info when time is short"



"There's always someone at the end of the phone. Do I really want to join another body when I'm so happy with the BACP? When I ring up for anything at all... everyone is always so professional. I never speak to anybody who sounds like they can't be bothered, I'll always get good information, people take time. I do think that as a professional body, you are wonderful, and I tell people that."

We'll be producing reports each month to keep you up to date with new feedback and any updates on actions taken. If you have any feedback for us, please email: listening@bacp.co.uk